



Staffing Models for Marketing, Development, and Enrollment Professionals

Role	FT Director of Marketing and Development	FT Director of Marketing	PT Director of Marketing	PT Marketing Assistant (Staff)	PT Marketing Assistant (Parent)	Parent Volunteer	Parent Volunteer Group/ Ambassadors	Board Committee	College Intern
Description	Dual focus on marketing and fundraising, may also work for the parish.	Focuses solely on marketing the school and retaining current families.	May be shared between multiple school sites.	Might be a staff member who is paid an additional stipend to complete this work, similar to a sports coach.	This may mean an hourly role or stipend which could be correlated to the amount of their tuition, but cannot be a straight trade of tuition for work.	This may mean an individual parent who is completing service hours or has a deep interest in volunteering regularly for the school.	This may mean the Parent Ambassador group or individual parent(s) completing service hours for the school.	Committee or sub-committee of the school board wherein not all members need be members of the school board.	We do not currently have background on how this can be done or the laws around it, but feel that this may be a very promising avenue.
Compensation	\$40,000 to \$50,000	\$35,000 to \$45,000	\$18,000 to \$22,000	\$15-\$20/hr	\$12-\$15/hr	Volunteer	Volunteer	Volunteer	Internship
Hours	40/wk	40/wk	20-30/wk	10-20/wk	10-20/wk	Varies	Varies	Varies	5-10/wk

Key Tasks	FT Director of Marketing and Development	FT Director of Marketing	PT Director of Marketing	PT Marketing Assistant (Staff)	PT Marketing Assistant (Parent)	Parent Volunteer	Parent Volunteer Group/ Ambassadors	Board Committee	College Intern
Managing a Marketing Plan	X	X	X	X	X	X	X	X	X
Managing Volunteers	X	X	X	X	X	X			
Manage Website/Social Media	X	X	X	X	X	X		X	X
Community Events	X	X	X	X	X	X	X	X	X
Canvassing Events	X	X	X	X	X	X	X	X	X
School Event Staff/Volunteer	X	X	X	X	X	X	X	X	X
lquiry Follow-up	X	X	X	X	X	X	X		X
School Tours	X	X	X	X	X	X	X		X
Family Nights	X	X	X	X	X	X	X		
Managing Parent Ambassadors	X	X	X	X	X				
Social Media Posts	X	X	X	X	X	X	X	X	X
Liase with Principal/Pastor	X	X	X	X	X				
Creating a Marketing Plan	X	X	X						
Newsletters/Publications	X	X	X	X					X
Liase with School/Parish Staff	X	X	X	X					
Develop Messaging/Value Prop	X	X	X					X	
Data Management/Tracking	X	X						X	X
Alumni Relations	X	X						X	
Fundraising Events	X							X	
Major Gifts	X							X	
Annual Fund	X							X	
Grant Management	X							X	
Speaking at Mass					X	X	X	X	
Testimonials/Reviews					X	X	X		
Mom and Tot Program						X	X		